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National Bureau of Standards
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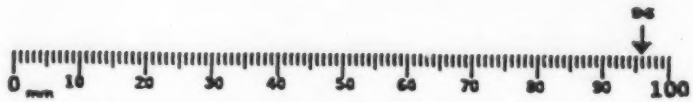
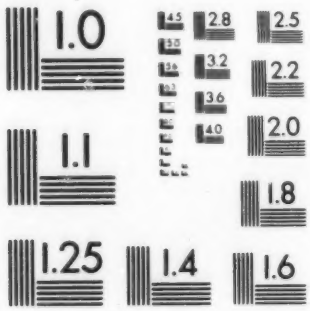


PM-1 3½"x4" PHOTOGRAPHIC MICROCOPY TARGET
NBS 1010a ANSI/ISO #2 EQUIVALENT



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A D F

Agriculture Development Fund

FINAL REPORT

20000023

LABEL DEVELOPMENT FOR LIFESPAN BAR

Funded by
The Agriculture Development Fund

January 2002

Prepared by: Extropian Agro Forestry Ventures Inc.

SAF
Saskatchewan Agriculture & Food

Adding value to agriculture...through research and development

Project: 20000023
Res 98 AA
Progress Report
Label Development for Lifespan Bar

SUMMARY

The outward appearance of the package of the "Lifespan" bar has changed over time , driven by test market sales, focus groups, surveys , ongoing regulatory compliance, ingredient changes and general customer feed-back. The transition of the label from a labor intensive folded , printed paper tube enclosing a single bar "sandwich" to a single printed band encircling a 4X4X4 inch cube with 14 individually packaged bar sandwiches to rectangular trays of 28 coated "naked" bars with a single label.

Total per unit cost effectiveness has been the main goal. Volume sales to repeat customers are paramount. Balancing Quality and functionality of packaging are key elements. The ingredients of a nutraceutical food make for unpredictability of regulatory reviews . To address this , the package label is now comprised of a constant portion with the "Lifespan Clock" product logo, the Trademarked word "Lifespan" and the sub descriptor "XXX-TRA AR-MOR". The specific individual bar name, ingredient list, "2-XXXXX-XXXXX-L" field to plate tracking code, general promotional phrases continue to vary. EAV can lease with a nominal Buy-out a printer of label stock which will give both cost effectiveness and flexibility and plans to do so to complete the project.

TECHNICAL REPORT

Following first sale at the Weyburn Coop beginning March 2000 CFIA forced EAV to re-label. The shareholders of EAV have been active in approving of both concept and content. The cube with 14 bars had enough space to feature a logo panel,full nutrition panel, easily read bilingual ingredient panel and main descriptive panel. The bar has been presented to an organic producers seminar as well as a "Healthy Horizons" conference and the major Agro-Forestry Conference held in Regina this August.. Newspaper articles in the Western Producer and Radville Star as well as publishing of the "Lifespan Clock" logo in the Sask Hemp
member newsletter have given exposure to the bar. CFIA has never been happy with the presentation of the bar for its uniqueness. We have countered that it is simply a quality convenience. EAV has had to for example garner support from our MP and present an aggressive counter response to moves by CFIA to prevent EAV from informing the customer healthiness of the bar. For example the use of a hemp leaf on one of our single bars was tolerated but EAV has never able to be assured that it would be allowed for any length of time. The just gazetted Natural Health Products regulations may necessitate further packaging changes. After reviewing this, EAV has developed a strategy to avoid being unduly-regulated in all respects including packaging content EAV has trademarked "Lifespan" which should prevent it being removed from our packaging. EAV plans to trademark the "Lifespan Clock" to protect it from regulatory interference as well. The label has continued to be a unending source of updating work, not all of it by our own free will. EAV has tried to keep a high profile and stand up for what it believes in all manners including content of its labels. This continues to contribute to low cost of sales . We have used labeling pro-actively. We believe that the labeling we propose to continue communicates to the consumer in a cost effective manner.

PERSONNEL
Because of the need to deliver content and make changes as need arises **EAV has hired its Director of Product Development to also oversee label development** This has been to date much more frugal than outsourcing. Costs of **analysis for nutrition panels have been of course outsourced.** Label development has overlapped other promotional activities. For example the costs of attending the Agroforestry conference might have been balanced by the contact with the supplier of Label Stock who had a reasonable proposal to offer both label stock pre-printed as well as access to a specialized label printer. As mentioned previously, the pressure and uncertainty of regulatory change has made this course of action prudent.
The printer in question is owned by CCL Label , Contact person Terry Ross and is a warranty rebuild unit previously owned by Drake Meats. Cost is 300/ month for the first 4 months followed by a 300.00 buyout. CCL Label can do up custom stock sized to fit our Tray.
The label will initially be English with minimal french on one side and vice versa on the reverse side.

PROJECT DEVELOPED MATERIALS The files with label content are provided both on paper and CDROM. The time indicators on the file properties indicate both the time of development and mimimum total time spent on their development. Copies of the newspaper articles have been provided on paper and if not in this report will be scanned and added to the project file. The neon green brochure now in stores along with the product are provided to ADF in paper form and can be scanned for inclusion in the permanent file. ADF is provided with a box of product with the "Wrap around label" in one of the formats used. A tray of the current product with attached currently used label is also provided at this time.

ACKNOWLEDGEMENTS The full page article from the April 18, 2001 pg 18, Radville Star article "LAKE ALMA SCHOOL– HOME FOR EAV INC." gratefully acknowledges ADF's contributions for the label development work.

Respectfully submitted,

Morris Johnson, Director of Product Development, EAV Inc